

## Message Text

UNCLASSIFIED

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12

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

----- 036717

R 151410Z MAY 75

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 2507

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 1548

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: IOGA TRADE MISSION FOR SCIENTIFIC APPARATUS MAKERS  
ASSOCIATION.

REF: STATE 105730

1. EMBASSY COMMERCIAL COUNSELOR HAS DISCUSSED REFTEL WITH POSTS IN SAO PAULO AND RIO. THE POSTS WELCOME THE PROPOSAL FOR AN IOGA TRADE MISSION FOR SCIENTIFIC APPARATUS TO VISIT BRAZIL. THE POSTS BELIEVE THAT THEY CAN HANDLE THE MISSION DURING THE PROPOSED NOVEMBER 6-17, 1975. PERIOD, DESPITE THE STRAIN ON PERSONNEL RESOURCES DUE TO PREPARATIONS FOR THE NOVEMBER 20-30 METALWORKING SHOW AT ANHEMBI PARK.

2. A SAMPLE PRODUCT DISPLAY WOULD ALSO BE WELCOME IN BOTH RIO AND SAO PAULO. THERE IS LESS ENTHUSIASM FOR HOLDING A TECHNICAL SEMINAR DURING THE PERIOD OF PREPARATIONS FOR THE ANHEMBI SHOW. PAST EXPERIENCE ALSO RAISES DOUBT AS TO THE VALUE OF A SEMINAR ON SCIENTIFIC APPARATUS AND INSTRUMENTS THAT HAVE SUCH DIVERSE APPLICATIONS. THERE DOES, HOWEVER, APPEAR TO BE AN EXCELLENT MARKET IN BRAZIL FOR THE PRODUCT LINES MENTIONED IN REFTEL.

3. IN PLANNING THE MISSION'S ITINERARY, THE FACT THAT NOVEMBER 15 IS A BRAZILIAN NATIONAL HOLIDAY  
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SHOULD BE KEPT IN MIND.

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Review Authority:** CunninFX  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 18 JUL 2003  
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**TAGS:** BEXP, BR  
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